

From: [Sunita Bose](#)
To: [Rochelle Zurnamer](#); [Creina Chapman](#)
Cc: [Jenny Duxbury](#); [DL - Rochelle Zurnamer & Assistant](#); [Trent Fuller](#); [Tom Barkl](#); [Kelly Mudford](#)
Subject: DIGI ACPDM Code Review: Embargoed reports
Date: Thursday, 2 June 2022 4:10:35 PM
Attachments: [~WRD0001.jpg](#)
[image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[ACPDM_2022_Review_Discussion_paper_June_6_2022_EMBARGOED.pdf](#)
[ACPDM_Annual_Report_Published_June_6_2022_EMBARGOED.pdf](#)

Dear Creina, Rochelle, Kelly and all,

Thank you for your time this afternoon allowing us to provide you with a pre-briefing about the launch of our code review and annual report. As promised, I'm attaching embargoed copies of our annual report and the discussion paper, both of which will be publicly released on Monday morning June 6.

I will follow up tomorrow with our embargoed media release. We'd be grateful for any promotion the ACMA might be able to undertake to promote the code review, to complement our own promotion.

As always, please do not hesitate to get in touch with Jenny and I if you have any questions about these reports and our upcoming plans.

Best regards,
Sunita



Sunita Bose

Managing Director, Digital Industry Group Inc. (DIGI)
www.digi.org.au

On Tue, 31 May 2022 at 12:04, Sunita Bose <[\[REDACTED\]](#)> wrote:
Hi Rochelle and all,

I trust you received [the transparency reports](#) yesterday by email. Please let us know if you have any questions on those.

We were wondering whether you have some time on Thursday to meet with us about the annual review and annual report? We are working towards getting you embargoed copies of our discussion paper and annual report which we intend to release likely next Monday, and would value the opportunity to pre-brief and discuss these with you.

We could also potentially do Friday morning but Thursday is preferable if you can manage that.

Look forward to hearing from you.

Best regards,
Sunita



Sunita Bose
Managing Director, Digital Industry Group Inc. (DIGI)
[REDACTED] | www.digi.org.au

On Fri, 27 May 2022 at 16:51, Rochelle Zurnamer <[REDACTED]> wrote:

Many thanks Sunita

From: Sunita Bose <[REDACTED]>
Sent: Friday, 27 May 2022 4:48 PM
To: Rochelle Zurnamer <[REDACTED]>
Cc: Jenny Duxbury <[REDACTED]>; DL - Rochelle Zurnamer & Assistant <[REDACTED]>
Trent Fuller <[REDACTED]>; Tom Barkl <[REDACTED]>
Subject: Re: Quick status update [SEC=OFFICIAL]

Hi Rochelle,

Thank you so much for providing this information, it is much appreciated. I can now confirm that we will release all of the reports on Monday morning at which time we will issue the attached media release, which I share with the ACMA confidentially. We will also proactively email stakeholders who have been interested in the code, and will include you on the recipient list.

Do let me know if you have any questions, and we look forward to reconnecting next week on the next stage of our plans.

Best regards,

Sunita

Sunita Bose
Managing Director, Digital Industry Group Inc. (DIGI)



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On Fri, 27 May 2022 at 16:32, Rochelle Zurnamer

<[REDACTED]> wrote:

Hi Sunita,

Thanks for getting in touch with an update on the release of the transparency reports are still on track. Some of the signatories have been in touch regarding their reports – we are looking forward to reviewing them.

At this stage, the ACMA aren't proposing to undertake any proactive communications on the release. However we anticipate we may get some media queries. If asked (and, subject, to the exact questions) our comments will include the following:

- *These transparency reports are important.*
- *They demonstrate the measures that signatories to the voluntary Code have taken to address disinformation and misinformation on their services over the past 12 months.*
- *The ACMA had concerns with the first round of reports. We expect this second round to have benefitted from factchecking by an independent reviewer appointed by DIGI.*
- *We will be closely reviewing the reports.*

When you are able, it would be appreciated if you can confirm the timing of the release and share any of your media materials with us.

Look forward to touching base next week on your report and the upcoming review.

Kind regards

Rochelle

Rochelle Zurnamer

Executive Manager

Content Safeguards Branch

Australian Communications and Media Authority



acma.gov.au

Executive Assistant: Patricia Birrane



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From: Sunita Bose <[REDACTED]>
Sent: Thursday, 26 May 2022 10:19 AM
To: Rochelle Zurnamer <[REDACTED]>
Cc: Jenny Duxbury <[REDACTED]>; DL - Rochelle Zurnamer & Assistant
[REDACTED] <[REDACTED]>; Trent Fuller
[REDACTED] <[REDACTED]>; Tom Barkl <[REDACTED]>
Subject: Re: Quick status update [SEC=OFFICIAL]

Dear Rochelle,

I wanted to confirm that the plan that I outlined last week for both the launch of the transparency reports and the code review is still our intention, after having now met with signatories. We are still determining whether the transparency reports will be published on Sunday or Monday. If there is any communications planned by the ACMA, it would be good to closely coordinate.

I've heard that some signatories will be briefing you on their transparency reports, which we have encouraged.

We intend to reconnect with you next week about DIGI's annual report, and a discussion paper we have prepared in relation to the code review.

If it would be helpful to discuss any of the above, please do not hesitate to call me today or tomorrow.

Best regards,

Sunita



Sunita Bose

Managing Director, Digital Industry Group Inc. (DIGI)

www.digi.org.au

On Fri, 20 May 2022 at 13:45, Rochelle Zurnamer

wrote:

Hi Sunita

Many thanks for coming back to us on this. All noted – we look forward any further updates after you have had the Signatory Steering Group meeting next week.

Kind regards,

Rochelle

Rochelle Zurnamer

Executive Manager

Content Safeguards Branch

Australian Communications and Media Authority



acma.gov.au

Executive Assistant: Patricia Birrane



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From: Sunita Bose <[REDACTED]>
Sent: Thursday, 19 May 2022 2:33 PM
To: Rochelle Zurnamer <[REDACTED]>
Cc: Jenny Duxbury <[REDACTED]>; DL - Rochelle Zurnamer & Assistant <[REDACTED]>; Trent Fuller <[REDACTED]>; Tom Barkl <[REDACTED]>
Subject: Re: Quick status update [SEC=OFFICIAL]

Hi Rochelle,

Great to hear from you and happy to provide a status update. Our intention at this point is to publish the transparency reports on Sunday May 29, however we have

a Signatory Steering Group meeting next week to determine whether the timing will still be appropriate post-election. We actually intended to provide you with a status update next week once there is complete clarity.

This is because we want to ensure that the transparency reports receive due public attention, so for that reason also DIGI intends to decouple the launch of the annual review and annual report by at least a week such that it commences in early June; however this too is subject to the discussion by the Signatory Steering Group next week, and we again plan to provide you with confirmation next week.

Best regards,

Sunita



Sunita Bose

Managing Director, Digital Industry Group Inc. (DIGI)

www.digi.org.au

On Wed, 18 May 2022 at 18:01, Rochelle Zurnamer

wrote:

Dear Sunita and Jenny,

I hope you are both well. I'm hoping we can get a status update on the release of the disinformation code transparency reports. Following on from our meeting back in April, I understand these are scheduled to be published on 29 May, 1 week after the election. Are you able to confirm this is still as planned, and whether these will be published in tandem with the commencement of the code review and the release of the DIGI admin annual report?

Kind regards,

Rochelle,

Rochelle Zurnamer

Executive Manager

Content Safeguards Branch

Australian Communications and Media Authority



acma.gov.au

Executive Assistant: Patricia Birrane



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